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General Assembly

Distr.: General
17 February 2015

Original: English

Committee on Information
Thirty-seventh session
27 April-8 May 2015

Provisional agenda and annotations/programme of work

Provisional agenda

1. Opening of the session.
2. Election of officers.
3. Adoption of the agenda and programme of work.
4. Admission of new members.
5. Statement by the Chair.
6. Statement by the Under-Secretary-General for Communications and Public Information.
7. General debate.
8. Consideration of reports submitted by the Secretary-General.
9. Open-ended working group of the Committee on Information.
10. Consideration and adoption of the report of the Committee to the General Assembly at its seventieth session.

Annotations/programme of work

27 April 2015

Opening of the session

The session will be opened by the Chair of the Committee.

Election of officers

At its organizational session in 1980, the Committee reached an agreement according to which the principle of geographical rotation would be applied to all officers of the Committee, who would be elected for two-year terms. At the beginning of its thirty-seventh session, the Committee will elect a Chair, three Vice-Chairs and a Rapporteur to serve for the subsequent two years.

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Adoption of the agenda and programme of work

The provisional agenda has been prepared on the basis of consultations among the members of the Bureau of the Committee.

Admission of new members

The Committee will consider requests for membership in the Committee.

Statement by the Chair

The Chair will address the Committee at its opening meeting.

Statement by the Under-Secretary-General for Communications and Public Information

The Under-Secretary-General for Communications and Public Information will address the Committee at its opening meeting to provide an update on the activities of the Department of Public Information and to report on the implementation of the recommendations contained in General Assembly resolutions 69/96 A and B.

Informal interactive meeting of the Committee

An informal interactive meeting of the Committee will be held at 3 p.m. on 27 April, allowing members of the Committee to exchange ideas with, and pose questions to, the senior management of the Department of Public Information.

27-29 April 2015

General debate

Consideration of reports submitted by the Secretary-General

Documentation

(a) Report of the Secretary-General on the activities of the Department of Public Information: strategic communications services (A/AC.198/2015/2);

(b) Report of the Secretary-General on the activities of the Department of Public Information: news services (A/AC.198/2015/3);

(c) Report of the Secretary-General on the activities of the Department of Public Information: outreach services (A/AC.198/2015/4).

30 April-5 May 2015

Open-ended working group of the Committee on Information

The Secretariat will require a 48-hour period to process the draft report of the Committee in all official languages.

8 May 2015

Consideration and adoption of the report of the Committee to the General Assembly at its seventieth session

United Nations A/AC.198/2015/2

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Activities of the Department of Public Information: strategic communications services

Report of the Secretary-General

Summary

The present report, prepared in response to General Assembly resolution 69/96 B, summarizes the key advances made by the Department of Public Information from August 2014 to March 2015 in promoting the work of the United Nations to the global audience through its strategic communications services.

As part of its strategic communications services, which is one of three subprogrammes of the Department and is implemented by its Strategic Communications Division, the Department develops and implements strategies for communicating United Nations messages on priority issues. The Division also manages the Department's network of more than 60 field offices. As the secretariat for the United Nations Communications Group and its task forces, the Division seeks to strengthen the coordination of communications across the United Nations system.

The activities under the other subprogrammes of the Department, namely, news services and outreach and knowledge services, are described in separate reports of the Secretary-General (A/AC.198/2014/3 and A/AC.198/2014/4, respectively).

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I. Introduction

1. In its resolution 69/96 B, the General Assembly took note of the reports of the Secretary-General on the activities of the Department of Public Information, submitted for consideration by the Committee on Information at its thirty-seventh session, and requested the Secretary-General to continue to report to the Committee on the activities of the Department.

2. In the same resolution, the General Assembly called upon the Department to provide specific information on a number of its activities. The Bureau of the Committee on Information advised the Department to present the requested information in three parts, in accordance with the three subprogrammes of the Department: strategic communications services, news services and outreach and knowledge services.

3. The present report covers the Department's thematic campaign activities and highlights its strategic approach. Section II of the report contains a summary of its communications campaigns on key issues and section III discusses the activities of the network of United Nations information centres, including their multilingual work.

4. Unless otherwise indicated, the report covers the activities of the Department for the period from August 2014 to March 2015.

II. Communications campaigns

A. Social and development issues

5. Working with the Secretary-General's Climate Change Support Team and partners in both the United Nations system and civil society, the Department promoted the Climate Summit in order to galvanize action towards a climate agreement. This was accomplished through traditional media outreach, which resulted in 34,000 articles, and through a robust social media campaign that produced more than 3 billion impressions, reaching virtually half of all Twitter accounts. The Department deployed celebrities, including Antonio Banderas, Don Cheadle, Leonardo DiCaprio, Ed Norton and Robin Wright. It also produced and managed the Summit website and maintained liaison with United Nations information centres throughout the lead-up to the Summit. The Department also worked with the secretariat of the United Nations Framework Convention on Climate Change and climate partners to promote the twentieth session of the Conference of the Parties to the United Nations Framework Convention on Climate Change and the tenth session of the Conference of the Parties serving as the Meeting of the Parties to the Kyoto Protocol held in December 2014, including the work of the Secretary-General and the work of the United Nations on climate change.

6. Working with the Office of the Special Adviser on Post-2015 Development Planning and partners in the United Nations system and other offices, the Department prepared and launched a campaign strategy for "2015: The Time for Global Action" aimed at promoting increased action to achieve the Millennium Development Goals. The campaign strategy is also aimed at building support for the

sustainable development goals; increased financing for development; and greater action towards a climate agreement.

7. Working with the Executive Office of the Secretary-General, the Department of Economic and Social Affairs of the Secretariat and the United Nations Communications Group task force on the Millennium Development Goals, the post-2015 development agenda and the follow-up to the United Nations Conference on Sustainable Development, the Department promoted the acceleration of efforts to achieve the Goals, including through the promotion of the report of the Millennium Development Goals Gap Task Force; the activities of the Group of Millennium Development Goals Advocates; the Roll Back Malaria initiative; and the Global Education Initiative.

8. The Department worked closely with the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women) and the Secretary-General's campaign "UNiTE to End Violence against Women" to promote the campaign "Orange YOUR Neighbourhood" on the occasion of the International Day for the Elimination of Violence against Women and the 16 Days of Activism against Gender Violence. A communications toolkit in English, French and Spanish was disseminated to the United Nations information centres. The Day was also widely promoted on social media platforms.

9. For the International Day of Persons with Disabilities (3 December), the Department collaborated with the Department of Economic and Social Affairs to underscore the importance of technology in ensuring that persons with disabilities are included in the development process. Activities included the organization of a press conference and social media promotion.

10. The Department provided communications support for World AIDS Day (1 December), updating the website in all six official languages and promoting the theme of the Day, "Close the Gap", through social media.

11. For the observance of World Toilet Day (19 November), the Department planned several events at Headquarters to raise awareness of the Secretary-General's campaign on sanitation. A toolkit was sent to United Nations information centres around the world, which enabled them to plan events to promote the campaign.

12. The Department led the communications planning for the International Year of Small Island Developing States through a communications team. It organized two events to mark the beginning and end of the Year, launched a website, produced communications materials in all six official languages to raise awareness of the Year and raised awareness in advance of and during the third International Conference on Small Island Developing States, held in Apia in September 2014.

13. The Department provided support for the Internet Governance Forum, held in Istanbul, Turkey in September, by organizing press conferences and preparing press materials.

14. It facilitated the global launch of *World Economic Situation and Prospects 2015: The Global Economic Outlook* in December and regional launches in six cities in the six official languages. It also provided media monitoring for those regions.

15. The Department supported communication efforts for the twelfth meeting of the Convention on Biological Diversity, which was held in Pyeongchang, Republic of Korea in October. Materials, including press releases, print and radio stories, were produced in three languages. The Department also provided guidance on social media outreach, including images, infographics, and messaging.

B. Special information programme on the question of Palestine

16. As part of the special information programme on the question of Palestine, the Department hosted its annual training programme for Palestinian journalists from 3 November to 5 December. The training programme is designed to provide assistance to the Palestinian people in the field of media development by strengthening the skills and capacities of young Palestinian journalists. It is also aimed at exposing the media practitioners to the work of the United Nations, especially its various activities and programmes that affect the lives of the people in the region. A total of 169 Palestinian journalists have taken part in the programme in the 19 years that it has been in operation. In 2014, nine Palestinian journalists were selected out of hundreds of applicants.

17. In addition to briefings by senior United Nations officials, including the Secretary-General, and representatives from, inter alia, the Department of Public Information, the Department of Political Affairs, the United Nations Relief and Works Agency for Palestine Refugees in the Near East (UNRWA) and the United Nations Information Centre in Washington, D.C.. the group of journalists attended meetings of the General Assembly and the Committee on the Exercise of the Inalienable Rights of the Palestinian People. They also followed an intensive curriculum taught by two expert trainers, with regular assignments and final projects. The training programme included a series of briefings by, inter alia, experts, think tanks and industry leaders from YouTube, Twitter, BBC, WNET, the United States Department of State and Georgetown University.

18. Pursuant to General Assembly resolution 68/12, the Department worked closely with the Department of Political Affairs to actively promote the observance of the 2014 International Year of Solidarity with the Palestinian People, including by providing strategic guidance to the United Nations information centres and other relevant United Nations stakeholders; preparing content for the dedicated websites; assembling and disseminating a comprehensive information package on the question of Palestine; ensuring social media coverage of events at Headquarters and elsewhere relating to Palestine; and promoting core United Nations messages on the question of Palestine and the situation in the Middle East through all available Department of Public Information communications platforms, including print, audiovisual and digital channels. The Department also assisted with the preparation and display of the exhibition "The Long Journey: The Palestine Refugee Experience since 1948" organized by UNRWA, in the Visitors' Lobby at Headquarters, from November 2014 to January 2015. In addition, it assisted in promoting and organizing several film screenings and panel discussions held at Headquarters throughout the International Year. United Nations information centres in Algiers, Ankara, Beirut, Canberra, Jakarta, Manama, Panama, Tokyo and Warsaw and the United Nations Regional Information Centre for Western Europe in Brussels took part in the promotion of the International Year with a wide range of activities, from organizing commemorative events, exhibitions, seminars and lectures to granting

interviews, arranging media coverage and preparing newspaper supplements. Information centres also produced press releases and promotional products and disseminated them widely.

19. The Department also provided support to the Department of Political Affairs in observing the 2014 International Day of Solidarity with the Palestinian People on 24 November by updating the dedicated website, promoting the Day through the Department's communications platforms and assisting in organizing and promoting a special meeting by the Committee on the Exercise of the Inalienable Rights of the Palestinian People, which was followed by a concert by the award-winning band, Le Trio Joubran. United Nations information centres and offices around the world held a variety of activities in commemoration of the Day, including special events and observances in Antananarivo, Brazzaville, Brussels, Canberra, Cairo, Dakar, Jakarta, Lusaka, New Delhi, Pretoria, Rabat, Rio de Janeiro, Tehran and Tokyo. In addition, United Nations information centres produced and disseminated the Secretary-General's message for the Day and other materials in local languages, including Bahasa Indonesia, Greek, Japanese, Persian, Polish and Portuguese.

C. Human rights

20. For Human Rights Day (10 December), the Department worked closely with the Office of the United Nations High Commissioner for Human Rights (OHCHR) to develop and implement the "Human Rights 365" campaign. The campaign highlighted the idea that every day should be Human Rights Day and celebrated the fundamental proposition in the Universal Declaration of Human Rights that each person, everywhere, at all times is entitled to the full range of human rights. The visual identity for the campaign was developed by the Department in the six official languages of the United Nations and was used by United Nations information centres and OHCHR field offices around the world. The dedicated website for the Day, also in the six languages, was promoted through social media and received nearly 60,000 unique page views on 10 December alone. The Department also provided promotional support to events organized by OHCHR at Headquarters, which included a high-level event on 9 December at the Schomburg Center for Research in Black Culture featuring a public reading of the Universal Declaration of Human Rights.

21. In addition, the Department provided seed funding to United Nations information centres in support of events and outreach activities for Human Rights Day, and events were organized in many locations, including Accra, Antananarivo, Brazzaville, Brussels, Canberra, Colombo, Dakar, Dar es Salaam, United Republic of Tanzania, Dhaka, Harare, Islamabad, Jakarta, Lagos, Lima, Lusaka, Nairobi, New Delhi, Ouagadougou, Rabat, Tokyo, Tunis, Vienna, Yaoundé and Yerevan.

22. In cooperation with the Office of the President of the General Assembly, the Permanent Forum on Indigenous Issues and OHCHR, the Department supported the first World Conference on Indigenous Peoples (22 and 23 September). The visual identity for the Conference was developed in the six official languages of the United Nations and was used by United Nations information centres around the world. A website for the event was launched in the six official languages and received nearly 45,000 unique page views in September. In addition, the World Conference and its outcome were widely promoted through the Department's media and news coverage

and all other audiovisual and digital communications platforms, including social media channels.

23. The Department also worked closely with the Permanent Forum on Indigenous Issues to promote the International Day of the World's Indigenous Peoples (9 August) under the theme "Bridging the gap: implementing the rights of indigenous peoples". A high-level event to observe the Day was organized and its live webcast was arranged. In addition, the Department supported the screening of the documentary film *Guswenta: Renewing the Two Row Wampum* at Headquarters.

24. As requested by the Committee at its thirty-sixth session, the Department worked with OHCHR and the Office of the President of the General Assembly to promote the International Decade for People of African Descent, which was launched at an informal meeting of the General Assembly on 10 December. The visual identity for the Decade was developed by the Department in the six official languages and is being used by United Nations information centres and OHCHR field offices worldwide. A website for the Decade was also launched in the six official languages and received more than 10,000 unique page views in December alone. The launch of the Decade was also actively promoted through a variety of communications platforms available to the Department, including through social media. A press conference was organized and a live webcast of the proceedings was arranged. The Department will continue working closely with OHCHR, which was designated by the General Assembly as coordinator of the Decade, with a view to promoting the implementation of the main objectives of the Decade.

D. New Partnership for Africa's Development

25. The Department continued to promote the aims, priorities and achievements of the Planning and Coordination Agency of the New Partnership for Africa's Development (NEPAD), as part of United Nations coordinated efforts to generate support for economic development, peace and security in Africa. It worked in close collaboration with the Office of the Special Adviser on Africa, the Economic Commission for Africa and the Africa Peer Review Mechanism and provided media support and publicity to those entities through its magazine, *Africa Renewal-Afrique Renouveau*, and the *Africa Renewal* online website, in both English and French.

26. In September, the Department collaborated closely with the Office of the Special Adviser on Post-2015 Development Planning, the Office of the Special Adviser on Africa, the Mo Ibrahim Foundation and The Africa Center in hosting the Africa Rising Forum. The forum assessed and identified how Governments, the public, the private sector and civil society could partner to ensure the inclusive, sustainable and resilient transformation of Africa's economies. Panel speakers at the forum included President Uhuru Kenyatta of Kenya and the President of the sixty-ninth session of the General Assembly. In October, the Department organized media events and activities in New York to mark the annual NEPAD Africa Week at the margins of the General Assembly's special debate on Africa. The events included a media round-table discussion on the priorities of the NEPAD Agency; the dissemination of information products highlighting the achievements of NEPAD and its Africa Peer Review Mechanism programme; and a press conference and press interviews with senior officials from NEPAD, the Office of the Special Adviser on Africa and the Africa Peer Review Mechanism. The Department developed a special

section called "Africa at the General Assembly" on its website (www.un.org/Africarenewal) with regular updates, including official speeches, statements and activities of African leaders during the annual General Assembly general debates.

27. *Africa Renewal/Afrique Renouveau* magazine continued to promote the activities of the NEPAD Agency and other broader issues pertaining to Africa's economic development. Intra-African trade and the role it plays in the continent's development was the theme for the August 2014 issue, which included an interview with the Special Adviser on Africa. The December 2014 edition covered the fight against Ebola, particularly in the severely affected countries of Guinea, Liberia and Sierra Leone. Gender and the empowerment of women will be the theme for the April 2015 issue in support of the African Union's declaration of 2015 as the Year of Women's Empowerment and Development Towards Africa's Agenda 2063.

28. In 2014, *Africa Renewal/Afrique Renouveau*'s syndicated features service, through which the magazine produces and places articles in major media outlets worldwide, continued to grow. Between September 2014 and January 2015, 22 of the magazine's articles were republished, in both English and French, a total of 632 times across 164 different media outlets in Africa and elsewhere.

29. On social media, the Department strengthened its outreach to Africa, focusing on the region's development achievements and challenges and the results of its partnership with the United Nations. The Department produced more original content for its social media platforms than in the preceding year on areas such as trade, infrastructure development and, most recently, the fight against the Ebola virus. The number of followers on the magazine's Twitter accounts rose by 78 per cent for French and 47 per cent for English between 2013 and 2014 (see table below), while other social media accounts, in particular Facebook and Flickr, continued to show steady growth.

30. Subscriptions to the Department's magazine e-newsletter, which provides a brief overview of new content on the *Africa Renewal* website and is sent primarily to African journalists and media outlets, continued to grow compared with the previous year.

Social media profile of *Africa Renewal*

Platform	*As at December 2013*	*As at December 2014*	*Percentage increase*
Twitter (# of followers):			
@africarenewal	43 600	64 100	47
@ONUAfrique	17 500	31 200	78
Facebook (# of likes):			
Africa Renewal	4 530	5 425	20
Afrique Renouveau	2 061	2 562	24

E. United Nations peacekeeping operations

31. The Department of Public Information continued its close cooperation with the Department of Peacekeeping Operations, the Department of Field Support and the Department of Political Affairs to promote and backstop United Nations peace

operations, including through participation in the work of various thematic or country-specific integrated task forces and working groups led by the Department of Peacekeeping Operations and the Department of Political Affairs. During the reporting period, the Department participated in working, operational or inter-agency groups on 16 peacekeeping operations and special political missions.

32. With regard to the situation in the Syrian Arab Republic, the Department continued to work with United Nations partners across the system both at Headquarters and in the region to promote a better understanding of the United Nations political efforts and humanitarian response in the Syrian Arab Republic and neighbouring countries. As part of that effort, the Department continued to prepare and broadly disseminate a weekly communications update, "Syrian Crisis: United Nations Response". Designed as a reference and guidance tool for staff in the field, the update provides an overview of United Nations system activities in response to the Syrian crisis. The Department also continued to provide backstopping support on communications to the Organization for the Prohibition of Chemical Weapons-United Nations Joint Mission for the Elimination of the Chemical Weapons Programme of the Syrian Arab Republic, including drafting and posting substantive updates to its website and providing media support to the Special Coordinator of the Joint Mission during her briefings to the Security Council.

33. With respect to Haiti, the Department used a wide variety of its information platforms, including a dedicated webpage, United Nations Radio, the United Nations News Centre and social media, to promote the work of the United Nations to address the cholera situation in that country, including efforts in that regard by the Secretary-General, his Senior Coordinator for Cholera Response and the United Nations country team. The Department provided targeted communication support for the visit of the Secretary-General to Haiti in August 2014.

34. The Department continued to assist the Departments of Peacekeeping Operations, Field Support and Political Affairs in the recruitment processes for public information staff for field missions. During the reporting period, this included participating in the planning and outreach for the public information roster.

35. The Department and its network of United Nations information centres and services worked in cooperation with the peacekeeping operations in the Central African Republic, Côte d'Ivoire, Cyprus, the Democratic Republic of the Congo, Haiti, Lebanon, Liberia, Mali, South Sudan and the Sudan to conduct outreach to media in 20 troop- and police-contributing countries on more than 40 occasions.

36. The Department also continued to provide media monitoring on peace and security issues to United Nations stakeholders at Headquarters, and in the field, in order to improve situational awareness, help to coordinate communications and allow for a timely and effective intervention with the media when needed.

37. In close collaboration with the Department of Peacekeeping Operations, the Department continued to co-manage the United Nations peacekeeping website in all six official languages. The joint Department of Public Information-Department of Peacekeeping Operations web editorial board continued to meet every two weeks to cover a variety of issues, including website maintenance, the improvement of visual and content presentation and the enhanced use of social media platforms. In addition, to ensure that the homepage remained up to date with dynamic content, the web editorial group continued to plan short-term online campaigns. The Department

also co-led a project with the Departments of Field Support, Peacekeeping Operations and Political Affairs to develop a new web platform for all mission websites. The new platform is a major enhancement, featuring a new design, interactive content features, improved search engine optimization, a new content management system and a more secure hosting environment. It was rolled out in January 2015 and provides a much-improved user experience. It is planned that all missions will move to this new template, building a stronger online brand for the United Nations.

38. Overall, in 2014, the number of page views and visits to the United Nations peacekeeping website reached the record high of 6,925,006 and 2,088,614, respectively.

F. Ebola

39. During the reporting period, the Department of Public Information provided communication support for the work of the United Nations and its partners in combating the large-scale outbreak of the Ebola virus disease that began in West Africa. This involved the full-time deployment of staff members to the United Nations Mission for Ebola Emergency Response and the Ebola Information Centre in New York and the designing and launching of a website in advance of the United Nations High-level Meeting on Response to the Ebola Virus Disease Outbreak in September 2014. The website was subsequently relaunched in English and French. Other activities included media relations, press briefings and message development for senior officials.

G. Counter-terrorism

40. Working closely with the Counter-Terrorism Implementation Task Force Office and the United Nations Counter-Terrorism Centre, the Department provided communications support, raising awareness of and promoting the activities undertaken by the Task Force entities to implement the United Nations Global Counter-Terrorism Strategy. The Department also assisted the Task Force's Working Group on Supporting and Highlighting Victims of Terrorism in the development of a Victims of Terrorism Support web portal. In addition, the Department continued to assist in updating documents for the United Nations Counter-Terrorism website, provided weekly media monitoring reports to the Task Force entities and edited its newsletter, *The Beam*.

41. The Department attended the retreat of Task Force entities held on 1 and 2 December at Greentree Estate, New York, at which participants discussed challenges in the implementation of the United Nations Global Counter-Terrorism Strategy and cooperation and capacity-building support to Member States combating terrorism.

42. The Department also participated in the Task Force's workshop on ensuring effective inter-agency interoperability and coordinated communication in case of chemical and/or biological attacks held on 19 and 20 February 2015 in The Hague.

H. Decolonization

43. At its thirty-sixth session, the Committee on Information requested the Department of Public Information to raise awareness of and disseminate information on the Third International Decade for the Eradication of Colonialism. In line with that request, and working in close collaboration with the Decolonization Unit of the Department of Political Affairs, the Department continued to maintain and update the dedicated website "The United Nations and Decolonization" in all six official languages and to disseminate information on decolonization-related issues worldwide, including through its network of information centres. In addition, and as most recently requested by the General Assembly in its resolution 69/106 on the dissemination of information on decolonization, the Department has continued to update the leaflet on what the United Nations can do to assist Non-Self-Governing Territories, which includes a brief synopsis on the activities of various United Nations entities in support of the 17 Non-Self-Governing Territories. The revised version of the leaflet has been scheduled for release in the first quarter of 2015.

I. Social media

44. The Department continued to employ social media networks to promote major United Nations news, report launches and communications materials; correct inaccuracies about the work of the United Nations; interact with social media followers; and provide behind-the-scenes glimpses of the work of the Organization. Across the major global platforms, including Facebook, Flickr, Google+, Instagram, Tumblr, Twitter, VK, WeChat, Weibo and YouTube, United Nations messages are estimated to be seen by more than 10 million people on a daily basis. The use of these interactive platforms broadens the reach of the messages of the United Nations and contributes to the overall transparency and accountability of the Organization.

45. The Department continues to discuss ways to increase the timely multilingual creation of content optimized for digital platforms. In that regard, prior to the adoption of General Assembly resolution 69/96 B and in accordance with rule 153 of the rules of procedure of the Assembly, the Secretary-General submitted a statement of programme budget implications. These implications referred in particular to paragraph 22 of the resolution. The Secretary-General will include the associated resources in his proposed programme budget for 2016-2017, which will be presented to Member States at the seventieth session of the General Assembly.

46. The Department has been leading a Secretariat-wide process to draft guidelines for the use of social media. It also disseminates guidance documents, organizes informational events on social media topics and themes and plays a leading role in the coordination of social media initiatives in the United Nations system. One such event was a "Social Media Day" held on 30 January 2015, organized in partnership with several Permanent Missions to the United Nations and the New York City chapter of the Digital Diplomacy Coalition.

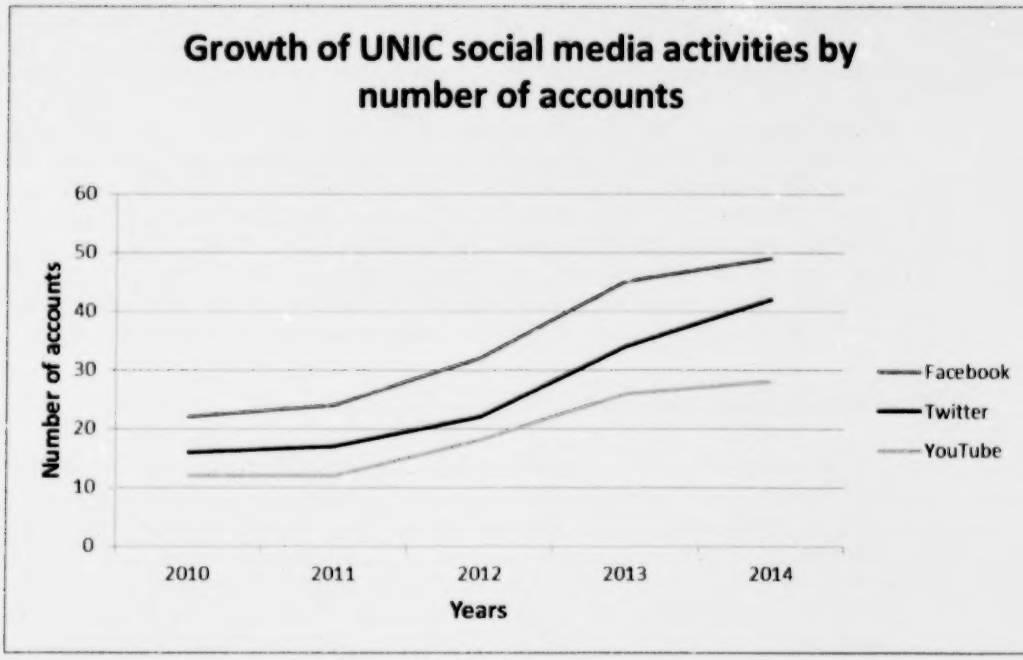
47. Between July and December 2014, the number of followers of the main United Nations Twitter account in English increased steadily, and the account currently has more than 3.5 million followers. During the reporting period, Twiplomacy.com, which focuses on digital diplomacy, featured the work of the Department as the Twitter account that is most followed by world leaders. Some of the most popular

topics posted on the Organization's English-language Twitter account in the second half of 2014, measured by the number of shares, likes and comments, were the Climate Summit and related "I'm for Climate Action" elements; attacks on children (namely, the "Bring Back our Girls" campaign and the Peshawar school attack); the global response to the Ebola outbreak; the twentieth anniversary of the Beijing Platform for Action and gender equality infographics and other visual materials; the launch of the campaign to celebrate the seventieth anniversary of the United Nations ("UN 70" campaign); the crisis in the Syrian Arab Republic; and the question of Palestine. Similar results were seen on the English-language Facebook and Google+ accounts, which together have more than 4 million fans. The Department also revamped its Instagram account, more than doubling the number of fans on this quickly growing visual platform which is especially popular with young people.

III. Information Centres Service

48. In the field, United Nations information centres continue to use digital communication tools, including social media platforms and mobile telephones, to reach a wider and younger audience in a timely and effective manner. The Information Centre in Panama City, in collaboration with the office of the Senior Coordinator for the Response to Cholera in Haiti, raised awareness on social media about the importance of adequate sanitation, reaching 5,000 people on Facebook and using the Twitter hashtags #WorldToiletDay, #WeCantWait and #DontForgetHaiti. The Information Centre in Mexico City provided support to the United Nations Office on Drugs and Crime campaign "Against Human Trafficking" on Facebook and Twitter, which reached 101,475 people.

49. United Nations information centres also reach out to local audiences in their languages to promote global United Nations campaigns. For example, the information centre in Ankara used Twitter hashtags #SözümSöz ("A promise is a promise") on International Women's Day and #SiddeteSon ("End Violence") on the International Day of the Girl Child in Turkish. In an effort to increase the service that the Information Centre in Rio de Janeiro, Brazil provides to Portuguese-speaking audiences around the world, the information centre works in close collaboration with the United Nations in Brazil, maintaining the latter's Facebook and Twitter accounts. In less than one year, the "United Nations in Brazil" Facebook page doubled its audience size to more than 200,000. On Twitter, the "United Nations in Brazil" account surpassed the 100,000 mark in 2014. To date, United Nations information centres use local languages on 17 Facebook, 16 Twitter and 7 YouTube accounts.



A. Multilingualism

50. The United Nations information centres continued their efforts to reach out to local communities in local languages. In 2014, they produced print materials and multimedia and promotional products in 23 local languages,[1] in addition to five of the six United Nations official languages, ranging from booklets, brochures, pamphlets and press kits to video and audio products. Publications included, for example, *Basic Facts about the United Nations* in Portuguese; the Universal Declaration of Human Rights in Persian; the press kit for the sixty-ninth session of the General Assembly in German; *Tugire Ubumwe — Let's Unite!*, on the Rwanda genocide in Bahasa Indonesia; and the International Covenant on Civil and Political Rights in Bangla. United Nations official documents such as General Assembly and Security Council resolutions, and human rights materials, were also translated into Japanese. The Information Centre in Pretoria produced a brochure entitled *Telling the UN Story* in Sotho, Tswana and Zulu, while the Information Centre in Prague produced the UN Careers Manual in Czech.

51. Currently, 41 United Nations information centres produce their own newsletters, in print or electronically, in 16 local languages either weekly, monthly or quarterly, featuring priority United Nations issues, major conferences, special observances or current events. Information centres regularly prepare or reissue and often translate into 43 local languages press releases, United Nations fact sheets and

[1] Azerbaijani, Bahasa Indonesia, Bengali/Bangla, Czech, German, Georgian, Greek, Hungarian, Japanese, Kirundi, Kituba, Lingala, Malagasy, Persian, Polish, Portuguese, Sinhala, Slovak, Slovenian, Sotho, Tswana, Turkish and Zulu.

other United Nations information materials from Headquarters, the United Nations system and meetings of United Nations bodies.

52. Several United Nations information centres also produce their own radio and television programmes or have ongoing arrangements with national radio or television stations to broadcast United Nations Radio and Television programmes. The Information Centre in Brazzaville, for example, works with Radio MUCODEC to broadcast United Nations content in the local languages, Kituba and Lingala. In 2014, the Information Centre in Islamabad signed a memorandum of understanding with the Pakistani network, PTV World, to translate United Nations news and campaign messages into Urdu and 23 regional languages.

B. Mobilization of support for the work of the United Nations at the local level

53. Support for the work of the United Nations is demonstrated through the daily activities of the information centres and on special occasions such as International Days.

C. United Nations Day

54. On United Nations Day, 24 October, the United Nations system and its partners mobilized to discuss issues of interest to the United Nations and the peoples it serves. United Nations information centres organized lectures, United Nations open houses, film screenings, exhibits, television broadcasts, press briefings, flag-raising ceremonies, parades and sporting events. Many activities feature the participation of high-level Government officials, the media, academic institutions, civil society and youth groups.

55. Approximately 5,000 people joined the United Nations system entities in Brussels and their partners at the Grand Place in Brussels for a family-friendly and festive celebration, featuring United Nations information stands and activities. The Information Centre in Cairo organized a United Nations fair attended by more than 3,200 people: the event showcased the beneficiaries of United Nations projects in Egypt and their artwork, handicrafts and food.

56. The United Information Centre in Georgia produced and placed a 30-second public service announcement entitled "The United Nations and Georgia: The Future We Want", with the participation of a prominent opera singer and a United Nations Goodwill Ambassador. The Information Centre in Lusaka jointly marked United Nations Day and 50 years of Zambia's membership in the United Nations by organizing a live television talk programme entitled "Zambia's 50 Years in the United Nations", with an estimated audience of 2 million viewers.

57. Visiting educational institutions within the framework of the "UN4U" outreach campaign, United Nations information centres organized the visit by United Nations officials to 343 schools, reaching approximately 55,000 students. Through the United Nations Communication Group, the Information Centre in Pretoria organized a week-long educational outreach during the reporting period, with the participation of 22 staff members from 11 United Nations agencies, who visited 19 schools, reaching 7,780 students.

D. International Day for the Elimination of Violence Against Women

58. In 2014, the International Day for the Elimination of Violence Against Women was an opportunity for United Nations information centres, in partnership with Government officials, academia and non-governmental organizations, to call upon world citizens to "Orange their neighbourhood" and join the HeforShe campaign.

59. As part of the Inter-agency Gender Group in Argentina, the Information Centre in Buenos Aires helped to launch the Red de Hombres por la Igualdad (Network of Men for Equality) composed of men from all walks of life, who signed a commitment to defend and promote women's rights in their respective areas of work. Some of them recorded their statements, and the event was extensively featured on the information centre's Facebook and Twitter https://twitter.com/ONUArgentina pages.

60. In Colombia, a week-long series of events was organized by the United Nations Entity for Gender Equality and the Empowerment of Women (UN-Women), with the support of the Information Centre in Bogota, to promote the HeForShe initiative. A theatre and music festival dedicated to gender and women's issues called "Ni con el petalo de una rosa" ("Not even with a rose petal") was one of the highlights. Joining the solidarity movement for gender equality, the United Nations Information Office in Tashkent recorded a YouTube mini-series of two-minute videos called "Peace starts with Equality", featuring a dozen prominent men and women in the country who shared their inspiring stories and called for an end to gender discrimination.

61. Working with the Lagos State Ministry of Education and a local non-governmental organization, the Information Centre in Lagos held an event for more than 1,700 students at a high school, urging the boys to respect and defend the rights of girls. In addition, within the framework of the "Orange YOUR Neighbourhood" campaign, the information centre, in cooperation with the city's Waste Management Authority — whose employees are mostly women, wear an orange uniform and are often subject to violence — arranged for 350 employees dressed in orange to take to the streets, singing, dancing and chanting slogans against gender-based violence.

62. The Information Office in Tbilisi held several activities in collaboration with its partners, including an exhibition with more than 300 works of art for sale made by women prisoners, probationers and women who had previously been incarcerated. As a result of this initiative, women inmates earned money to improve their standard of living and self-esteem.

63. The United Nations Information Centres in Rabat and Khartoum held a highly informative virtual "orange" event for young people over Skype. The lively two-hour discussion focused on domestic violence, female genital mutilation, violence against women in conflict zones and child marriage, which still affects millions in the region.

E. New initiatives and partnerships

64. To address the challenges of working in 13 languages, the United Nations Regional Information Centre for Western Europe in Brussels regularly seeks ways to

communicate in in a manner that crosses myriad languages and cultures. To that end, it entered into a partnership with the French artist, YAK, to create Elyx, a virtual cartoon character who does not speak and has no nationality, race or sex and is therefore a universal character comprehensible to everyone, everywhere. The Regional Information Centre has been using Elyx to highlight international observances and such events as the Climate Summit. The latest project was the illustration of the Universal Declaration of Human Rights prefaced by the United Nations High Commissioner for Human Rights.

65. The Department of Public Information launched the new United Nations audio channels (for Android and iOS), United Nations News Reader and United Nations Calendar of Observances (for Android) mobile applications. The development of these innovative products was spearheaded by the United Nations Information Office in Almaty, with the support of the United Nations Educational, Scientific and Cultural Organization (UNESCO) Almaty Cluster Office for Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan and the United Nations Regional Centre for Preventive Diplomacy for Central Asia. Clients can now use compatible mobile devices to follow live United Nations meetings held in New York and other United Nations Radio content from anywhere in the world. The service makes available information programmes, news bulletins, feature stories and interviews in the six United Nations official languages, plus Kiswahili and Portuguese. The United Nations Calendar of Observances is also available in the six United Nations official languages, as well as Bahasa Indonesia and Kazakh.

66. The United Nations International School in Geneva, together with several United Nations agencies and other partners, held the first-ever #TEDxPlaceDesNations event on 11 December 2014 to showcase remarkable stories of "innovative ideas worth sharing" presented by 11 speakers from various international organizations. These innovators, who included humanitarians, entrepreneurs, scientists and peacemakers, spoke about the impact they were making in terms of finding solutions to today's challenges in order to shape tomorrow's world. Twenty-four group viewing parties were organized in 22 cities around the world through the United Nations information centres.

67. Following a ground-breaking pro bono partnership between the United Nations Information Centre in Rio de Janeiro, Brazil and the local media company, Elemidia, millions of news clips, pictures and videos about the United Nations are shown in elevators, gyms, shopping malls, supermarkets, hotels and college campuses across Brazil on a daily basis, on 11,000 monitors in 54 Brazilian cities, with a reach of about 20 million people per week. In the first 12 months alone, more than 2,000 headlines showing the work of the United Nations both in Brazil and around the world — in most cases, translated into Portuguese by the Information Centre in Rio de Janeiro — have been broadcast through this service. According to Elemidia, the United Nations logo has appeared approximately 100 million times on their screens.

68. The United Nations Information Centre in Ouagadougou, in partnership with a local telecommunication company, Telmob, sent out a United Nations Day message (Short Message Service) to 1.5 million subscribers reading: "L'ONU: 69 ans au service de la paix, du développement et des droits humains".

F. Cooperation with United Nations entities at the country level

69. United Nations information centres worked with United Nations communication groups and United Nations country team thematic groups to organize and promote United Nations events, publications and report launches and assisted with information outreach programmes. In many cases, the information centre take the lead in the creation of communications strategies and are also responsible for media outreach.

70. The United Nations Information Centre in Bujumbura and the United Nations Office in Burundi co-organized a concert of traditional and modern music on the occasion of the 2014 International Day of Peace. The event, which was attended by 2,000 people, was well covered by the local media.

71. The United Nations Information Centre in Dhaka, the United Nations Population Fund (UNFP), the United Nations Volunteer Programme (UNV) and the Bangladesh Protibondhi Foundation jointly organized, in observance of International Youth Day, an art exhibition, cultural show and a discussion session on the Day's theme "Mental health matters". Artwork created by autistic children was displayed at the exhibit and through a social media campaign.

72. The United Nations Information Centre in Nairobi, in partnership with the United Nations Development Programme (UNDP), UNFPA and UN-Women, organized a panel discussion in observance of the International Day of the Girl Child. The information centre also collaborated with the local station "Ghetto Radio" to invite disadvantaged girls from informal settlements to the session on the theme "Empowering Adolescent Girls: Ending the Cycle of Violence".

73. Many United Nations information centres, including those in Antananarivo, Bujumbura, Nairobi, Tehran, and Yaoundé, continued to collaborate with the United Nation system entities at the country level in the context of the United Nations Development Assistance Framework to enhance coherence in communications. The Information Centre in Nairobi, in collaboration with the United Nations Resident Coordinator's Office, organized the first town hall meeting on Delivering as one. About 300 staff were briefed by the United Nations Resident Coordinator and the heads of the lead agencies on the four strategic areas of the United Nations Development Assistance Framework in Kenya.

G. Raising awareness of high-level United Nations meetings as mandated by the General Assembly

74. The Department of Public Information continued to raise awareness of meetings and international conferences organized by the United Nations. Local Department offices also helped to build support for high-level United Nations meetings, tailoring materials to local audiences and providing media coverage.

75. In particular, United Nations information centres helped to promote and cover the Third International Conference on Small Island Developing States held in Samoa in September. The Information Centre in Canberra raised the visibility of the event, organizing press briefings and interviews of United Nations senior officials with local and regional broadcast media, such as the Australian Broadcasting Corporation and Radio Australia. The information centre also briefed journalists in

Sydney and disseminated promotional information materials on its website and social media accounts. The United Nations Information Centre in Manila held a national poetry contest called "Textula". Filipinos of all ages participated, composing a short poem in their language that focused on the theme of the Conference. Several local news outlets picked up the initiative, such as the *Philippine Daily Inquirer* newspaper and the Voice of the Youth radio show, helping to raise awareness of the meeting in Samoa.

76. The United Nations Information Service in Vienna also helped to promote the second United Nations Conference on Landlocked Developing Countries, held in November. In addition to producing, translating and disseminating information materials, it maintained multilingual websites and social media accounts, provided media coverage, set up press briefings and interviews, including the Secretary-General's interviews with the Austrian national public service broadcaster, ORF, and *Kronen Zeitung*, Austria's largest daily. For 2015, the United Nations Information Service is spearheading the preparatory multimedia coverage of the Thirteenth United Nations Congress on Crime Prevention and Criminal Justice, to be held in Doha in April, including setting up the Congress website and social media accounts.

H. Strengthening outreach activities to Member States outside the United Nations information centre network

77. In an effort to extend their services to the countries outside the United Nations information centre network, some information centres have organized outreach activities to those locations.

78. The United Nations Information Centre in Manama, for example, extended support to Kuwait and the Office for the Coordination for Humanitarian Affairs by serving as media coordinator and spokesperson for select conferences.

79. To mark the fifth anniversary of the earthquake in Haiti, he Information Centre in Rio de Janeiro, Brazil produced a series of United Nations country team-funded videos and web stories, with the help of two journalists, about the United Nations work in Haiti. The first video was made available on 12 January 2015, the anniversary date of the earthquake, and posted on Facebook and YouTube. The remaining five were produced in February.

I. Strengthening and capacity-building of United Nations information centres

Un.org e-mail addresses

80. In an effort to strengthen the network of United Nations information centres by facilitating e-mail communication between the centres and colleagues at Headquarters and throughout the United Nations system, the Information Centres Service obtained un.org webmail accounts for staff throughout the network and spent a large part of 2014 assisting colleagues in the transition to their new e-mail accounts and training them on the use of webmail. In addition to facilitating e-mail communications, webmail accounts also provide United Nations information centre staff with access to enterprise systems such as iSeek and Unite Connections, further fostering information-sharing and collaboration.

WebEx

81. To support the field operations of the Department in an innovative and cost-effective way, the Information Centres Service continued to expand its use of WebEx, a web-based videoconferencing tool. In 2014, the Service organized 122 WebEx meetings with the global network of United Nations information centres and their constituents on such issues as the transatlantic slave trade, indigenous people, the sixty-ninth session of the General Assembly, ethics and the redesigned United Nations Intranet platform, iSeek.

82. The Department used WebEx to provide real-time substantive guidance to public information focal points around the world, including members of the media and civil society, on key United Nations priorities. It invited climate change experts from the United Nations Framework Convention on Climate Change the climate change team of the Secretary-General and the United Nations University (UNU) to brief United Nations information centres and their media and non-governmental organization partners from 40 countries on the objectives and key points of the Climate Summit. Through that initiative, which helped to generate support for the Summit at the local and regional levels, the Service reached 99 print, broadcast and online media outlets around the world, working in Arabic, English, French, Russian, Spanish and close to 40 local languages.

83. In terms of operational support, the Department relied on WebEx to streamline administrative processes in the field. In 2014, to comply with the request of the Secretary-General to hold a thematic discussion series on leadership dialogue, the Department used the tool to connect with more than 250 United Nations information centre staff members to discuss the importance of treating each other with respect and tolerance. The web-conferencing platform helped the Service to achieve an almost 100 per cent completion rate for the programme, a requirement set by the United Nations Office of Ethics. Similarly, the Department used the tool to train senior managers and administrative focal points at the information centres on a range of human resources and management procedures and processes.

84. During the year, building on the positive feedback received from local and regional clients on how WebEx has strengthened the overall operations of the United Nations information centres, the Department expanded its capacity to use WebEx in the field. The Department procured an additional WebEx licence for dedicated local and regional use, training staff members in Cairo and Nairobi to host and support WebEx meetings. By strengthening local and regional capacities in this manner across the network of United Nations information centres, the Department aims to expand the service it provides to clients in multiple time zones and geographical locations.

Training

85. Just as the Information Centres Service expanded its use of WebEx as a remote training tool, the Service continued to provide in-person training for staff members of the Department of Public Information field offices, including newly recruited personnel. With the overall goal of providing field staff with a first-hand opportunity to learn the latest public information tools and techniques, the Department invited staff members from seven field offices to participate in the 2014 United Nations Information Centre Orientation Programme held at Headquarters in September. The training, which included discussions on the applicability of the

acquired skills to local and regional contexts, helped participants to update their strategic media skills, including on the role of communication in achieving organizational goals; tools to effectively engage the media; and reputation management. As part of this initiative, staff members from six United Nations information centres will travel to Headquarters to participate in a similar training programme in 2015.

Strengthening United Nations Information Centres in Mexico City, Pretoria and Rio de Janeiro, Brazil

86. In response to the request by the Committee, the Department is able to report that the measures undertaken with regard to the harmonization of posts has had no discernible adverse effect on the operations of the United Nations Information Centres in Mexico City, Pretoria and Rio de Janeiro, Brazil. The Department continuously explores ways to strengthen the information centres by re-engineering business processes, seeking efficiency gains and closer cooperation with the United Nations country team, and by increasing the use of applicable new and emerging technologies for substantive training and to automate or support complex and repetitive tasks. In addition, the Department endeavoured to better link its multilingual content produced at Headquarters to United Nations information centres in order to amplify and expand their reach.

IV. Conclusion

87. The Department will continue to develop, lead and implement communications campaigns on the priority issues defined by Member States, using a range of traditional communications tools and taking advantage of the wide and varied opportunities for interactive outreach enabled by the use of social media platforms. The Organization's presence and impact on social media will expand, enhancing the ability to spread core United Nations messages globally. The Department will also continue to strengthen communications coherence and collaboration across the United Nations system through its lead role in the United Nations Communications Group and its issue-specific task forces.

88. The Department will develop innovative ways to streamline administration, implement cost-effective ways of direct communication between Headquarters and field offices and improve the delivery of programmes both on digital and traditional platforms and through strengthened partnerships with international and local actors, in particular United Nations country teams.

89. The Department's field offices will identify those locations where it can share premises with other United Nations entities and those where it can achieve efficiencies in smaller premises that meet the minimum operating security standards of the Organization. For that purpose, the Department has joined the United Nations Development Group's working group on business operations.

90. The Department seeks ways to enhance the skill set of its staff to strengthen the communications role that United Nations information centres can play and to improve and diversify the types of information products and campaigns they can offer.